

Community Transformation Grant Leadership Team Action Institute

Summary of Highlights and Next Steps



Healthy Works/
Community Transformation Grant (CTG)

Action Institute

June 12, 2013



Introduction

On June 12, 2013, the County of San Diego, Health and Human Services Agency, as part of the Community Transformation Grant (CTG), convened a full-day Action Institute. The goal of the meeting was to accelerate local action by engaging CTG Leadership Team members in problem-solving, addressing challenges, and leveraging their roles as leaders. The meeting was also intended as an opportunity to dialogue on the Leadership Team's function and to clarify roles for advancing outcomes.

More than fifty representatives from the CTG Leadership Team, CTG contractors, community partners, and County staff participated in the Action Institute. The meeting format and structure emphasized dialogue and interaction and included several large and small group discussions, including four breakout sessions focused on the following CTG areas: Smoke-Free Environments, Clinical and Community Preventive Services Communications, Healthy and Safe Physical Environments, and CTG Communications.

This summary provides highlights and next steps identified in the four breakout sessions; captures initial thoughts on the role and

function of the Leadership Team; and, in the last section, outlines how CTG can engage and interact with the Leadership Team to advance next steps and more effectively utilize their expertise and influence.

Breakout Session Highlights and Next Steps

Smoke-Free Environments

- Develop policies protecting the public from secondhand smoke and youth uptake. Laws need to be strengthened, monitored for compliance, and enforced.
- Improve the “F” grade for San Diego County in the *State of Tobacco Control 2012 Report Card*.
- Improve data collection and surveillance related to smoke-free environments and illegal sales to youth.

Next Step: Educate San Diego County Board of Supervisors and other local decision-makers on strategies for strengthening smoke-free policies and limiting illegal sales to minors.

Clinical and Community Preventive Services Communications

- Partner with Right Care’s “Be There” cardiovascular disease prevention campaign. It is seen as an important initiative that can provide a platform for achieving CTG goals.
- Coordinate so that content and materials can be used by various groups and

stakeholders (e.g., hospitals, medical groups).

- Involve media and marketing experts and researchers in determining how best to coordinate messaging (e.g., use of new social media outlets).

Next Step: Form a workgroup of the CTG media advisory group to brainstorm how core messaging can be used to promote adoption, adaptation and alignment by stakeholders. Workgroup members will include participants from the breakout session in addition to individuals with media, marketing and communications expertise.

Healthy and Safe Physical Environments

- Engage and build the capacity of communities to convey messages in support of Complete Streets, Safe Routes to School, and public health in regional plans.
- Engage more local cities in implementing these strategies by sharing success stories with them and, in particular, examples of how other jurisdictions have leveraged San Diego Association of Governments (SANDAG) incentive grants into larger funds that support these efforts.
- Develop a top-down/bottom-up strategy that includes enlisting the Leadership Team and communities in educating SANDAG decision-makers about these messages.

Next Step: Convene a follow-up meeting with interested CTG Leadership Team members to craft the messages and mechanisms for educating decision makers on these strategies.

CTG Communications

Participants in this breakout session identified the following as key messages for four CTG topic areas:

- **Smoke-Free Multi-Unit Housing:** Work with owners to implement policies limiting second-hand smoke. Develop positive messaging that conveys to owners the benefits to them and their buildings.
- **School Physical Activity:** Messaging on this topic needs to build support among teachers, principals and parents. Focus messages on the health, behavioral and academic benefits of school physical activity (i.e., more academic and future opportunities, improved physical health, and healthier learning environments).
- **Safe Routes to School:** It is critical to include messages that resonate with the community and parents. Parents are often the best champions and take the lead in organizing efforts and making it fun. Need to engage them to build momentum.
- **Health in the SANDAG's Regional Plan:** Messaging stakeholders and the public for next 30+ years is the goal. Visual imaging helps policymakers understand what future policies could include and increases awareness. Messaging on this topic needs

to increase community engagement and understanding of the regional plan process.

- **Complete Streets:** Messaging on this issue needs to convey that it's not just for cars or convenience; it should illustrate how pedestrians and bicyclists can be considered in infrastructure planning. Include information for the public on who to contact to provide comments or to ask for neighborhood improvements.

Next Step: Increase and disseminate strengthened CTG messaging through additional funding and engage Leadership Team members in delivering CTG messages as spokespersons and as organizational role models.

Leadership Team Roles

The question of CTG Leadership Team roles was discussed and brainstormed at several points throughout the day, including during each of the breakout sessions and as a focused topic in the afternoon session. Compiled here are all of the ideas generated across four themes regarding the role of the Leadership Team:

Serve as Ambassadors

- Serve as ambassadors, be a positive role model, lead by example, and be early adopters of policies.
- Bring attention to and acknowledgement of successes in the community.
- Host and appear at community forums.

Be a Spokesperson

- Serve as spokespersons and provide a balanced perspective to policy development at local, state, and federal levels.
- Educate the SANDAG Board and local jurisdictions on using public health as a lens in land use and transportation decisions.
- Deliver messages that support efforts to protect vulnerable populations (e.g., children) and targeted groups (e.g., communities of color).

Contribute Technical Expertise

- Support funding of prevention efforts that reduce chronic disease.
- Recognize and reward policy makers and businesses that adopt tobacco-free policies (e.g., through Public Health Champions award program).

Help Leverage and Sustain CTG Goals

- Help identify opportunities and directions in support of CTG sustainability.
- Leverage Leadership Team professional and organizational influence and resources in support of CTG.
- Identify and help CTG link to other programs and initiatives with synergistic potential (e.g., Million Hearts Initiative, Safe Family-Healthy Places).
- Consider evolving into a broader *Live Well San Diego* Leadership Team.

Moving Forward

The Action Institute generated exciting discussions among participants on how the Leadership Team can play a more prominent

role in advancing CTG outcomes. To build on this excitement and momentum, the CTG program and staff should move forward with the following action items:

- Further clarify and build consensus on Leadership Team roles and function, including developing a Team charter.
- Restructure Leadership Team meetings to reflect the interactive and working-session format used at the Action Institute. This will enhance opportunities for Leadership Team input and engagement, and result in more action-oriented meetings.
- Utilize outside facilitators to assist with key discussions at meetings, as needed.
- Establish a system for more frequent communication with Leadership Team members, including communication with the Team at large and one-on-one communication between individual Leadership Team members and CTG staff.
- Utilize the Leadership Team to brainstorm and plan for CTG sustainability.

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The Action Institute Summary was produced September 13, 2013.

For a copy of the Action Institute agenda and list of attendees or for more information on the San Diego *Healthy Works* Community Transformation Grant program, visit www.sandiegocogt.com. For more information on *Live Well San Diego*, visit www.livewellsd.org.